

ABSTRACT OF THE DISCLOSURE

There is disclosed a game apparatus which allows a virtual object to act in a mixed reality space as if it had its own will. The game apparatus according to this invention allows a player to play a game with a virtual object in a mixed reality space. A rule for controlling the action of the virtual object on the basis of the objective of the game, and the relative positional relationship between the virtual object and real object is pre-stored. The locations of the player and real object are detected, and the relative positional relationship between the player or real object, and the virtual object is recognized. The next action of the virtual object is determined according to the stored rule, and a virtual image of the virtual object is generated on the basis of the location/posture of the virtual object after the determined action and the location/posture of the viewpoint position of the player, thus presenting the generated virtual image to the player.